

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 02124 061056Z

11

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AID-05 /023 W
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R 061035Z JUN 75
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC
INFO SECSTATE WASHDC 3648
AMEMBASSY BEIRUT

UNCLAS DAMASCUS 2124

USDOC FOR JULIAN HAMMOND SAD/OIM/BIC

USDOC FOR PETER HALE CAGNE/OIM/BIC

BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJ: DAMASCUS INTERNATIONAL FAIR

REF: DAMASCUS 2112

1. FOLLOWING IS FURTHER STATUS REPORT TO REFTEL CONCERNING
PROCUREMENT OF COMPANIES LISTED IN THAT MESSAGE:

A. RE. PARA. 7 B, REFTEL, AUSTIN CO. PRES. SHIRK REPLIED
BY COMMERCIAL CABLE: "REGRET WE HAVE DECIDED THAT FOR MANY
INVOLVED BUSINESS REASONS THAT WE SIMPLY CANNOT PARTICIPATE.
ASSUMING SIMILAR FAIR WILL BE HELD NEXT YEAR, THEN WE WILL
DEFINITELY WANT TO GIVEN SERIOUS CONSIDERATION TO PARTICIPATING IN
IT FOR WE REALIZE HOW MUCH THAT CAN ENHANCE OUR OPPORTUNITIES
FOR SALES TO SYRIA." COMMENT: USDOC MIGHT CALL AND THANK SHIRK FOR
HIS KIND REPLY ON BEHALF AMBASSADOR MURPHY, AND ASSURE SHIRK
DAMASCUS INTERNATIONAL FAIR HELD EACH YEAR, INVARIABLY JUNE 25-
AUGUST 20; THIS IS 22ND YEAR OF FAIR.

B. FMC CORP, PARA. 6, HREFTEL: IN MAY 29 LETTER IN RESPONSE
TO AMBASSADOR'S CABLE, A.H. CAMPBELL, FMC DIRECTOR-ADVERTISING,
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STATED FMC CHAIRMAN MALOT REFERRED REPLY TO HIM - "ALTHOUGH

TIME EXTREMELY SHORT IN ORDER TO PREPARE EXHIBITION..., WE
CURRENTLY REVIEWING THIS OPPORTUNITY WITH INTERNATIONAL MARKETING
PEOPLE OF SEVERAL DIVISIONS OF OUR COMPANY AND WILL
GIVE SERIOUS CONSIDERATION TO PARTICIPATION." COPIES SENT BY
CAMPBELL TO MALOTT, BOB MCLELLAN, V-P, AND E.S. ANDERSON,
FMC/BEIRUT.

COMMENT: THIS IS FIRST REPLY TO AMBASSADOR'S MANY CABLES TO
COMPANY CHIEF EXECUTIVES THAT HAS BEEN RECEIVED FROM AN
ADVERTISING DIRECTOR. AGAIN URGE USDOC OFFICIAL CLOSE TO
MCLELLAN FROM HIS USDOC TENURE CALL HIM AND SOLICIT
HIS PERSONAL ATTENTION AS FMC IS IDEAL FOR SYRIAN MARKET,
PARTICULARLY WITH OUR A.I.D. FINANCING (PARA. 6, REFTEL).
PELLETREAU

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NNN

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